

Observation and Application of Digital Marketing in the Home Industry Benjeng District

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Abstract

Kedungrukem Village is one of the villages located in Benjeng District, Gresik Regency which consists of the hamlets of Kedungrukem, Kedung glugu, Ngablak, Bulak Ploso. Geographically, Kedungrukem Village is located in the Benjeng Subdistrict, Regency Gresik with a position bordered by Ploso Village to the west, Delik Sumber Village to the next south, Munggugianti Village to the east. Some of the professions of the people of Kedungrukem village big Work as farmers, traders, producer opaque, producer cage chicken and stab satay. We can know that Kedungrukem village has enormous potential because own a number of product superior that is Opaque Pinch. With implemented it digitalization marketing at one of the Opak Pin SMEs in Kedungrukem village, expanding the market share of Opak Pinch. Marketing is not only entrusted to shops or direct to consumer, However, in a way on line through social media And market place.

Keywords: Opak Pinch, Nanda, MSMEs, Kedungrukem, Digital Marketing

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Introduction

The KKN program is a form of community service activity to public by Studentss with cross-scientific and sectoral approaches at certain times and regions. Studentss are also expected to be able to apply scientific disciplines that are still in order theory that can be applied practically in the form of service and mentoring direct to public. Besides that in the number of program systematically designed in activity program KKN, acquiring skills to overcome and minimize problems which middle happen in the scope society.

Kedungrukem Village is one of the villages located in Benjeng District, Gresik Regency which consists of the hamlets of Kedungrukem, Kedung glugu, Ngablak, Bulak Ploso. Geographically, Kedungrukem Village is in the Benjeng District, Gresik Regency with position limited with Village Ploso in adjacent west, Village Offense Source in adjacent south, Village Munggugianti in adjacent east.

In general, the livelihoods of the people of Kedungrukem village are: Farmers, Traders and MSME home industry. However, what is superior is the wrong MSME home industry the only MSME produces opaque pins. According to Tambunan (2013:2) states that, MSMEs are independent productive business units carried out by people individual or Body Business in all sector economy.

Business Micro, Small and Intermediate or which is often abbreviated MSMEs is Wrong One part important than economy something country nor area, so are with country Indonesia. Business Micro, Small And intermediate is activity economy people Which scale small And intermediate as well as need protected For prevent from competition business Which No Healthy. MSMEs in Indonesia contributed significantly during the crisis experienced during the period 1998 until with 2000. MSMEs in Indonesia has get attention and coaching from the government by creating ministerial portfolios, namely the Minister of Cooperatives and SMEs. By because that, succeed or not something business depends on method its management. Condition businessman part big still in stage traditional and part small Already start established, but its development and progress the technology isn't there yet optimal.

However from results observation we in the field seen that majority perpetrator MSMEs in village Kedungrukem only depend on sale through shops or market, so that still has market share very limited. Whereas, if you look at it from facet interest public to this snack product is quite high, so we have a program namely observation and use of digital marketing so that MSMEs in Kedungrukem village can reach them market that more wide.

Method

a. Preparation

We make preparations to determine the location and time we run the program which will planned matter this aim for make it easier in request permission to head hamlet which concerned for conduct survey activities.

b. Survey & Observation

Survey Which we do aim For get data data from field as well as so that we know the conditions that occur by conducting a survey we can determine what problem Which faced And How look for solution from problem the. Moment do our observations also learned how the Kedung Rukem village community produces opak Pinch and market the product so that we can find out the problems faced and can look for solution from problems.

c. Planning Activity

After getting data from the field, we prepared the things we needed to serve as input for MSME players. Some of the things we do include:

1. Prepare materials related to how to design attractive packaging and methods packaging which suitable for digital marketing
2. Prepare examples of financial reports that are simple and can be carried out by community so that the financial records of MSMEs can be neater and more efficient applied.
3. Prepare material related to digital marketing regarding how to starting digital marketing and methods of taking product images in the media social.

Results and discussions

From results activity observation and application digital marketing on business opaque which is at in hamlet Kedungglugu, we hope that what we share can be beneficial for MSME entrepreneurs in Kedungrukem village. Some of the things we share include introductions fundamentals related to the use of digital marketing, one of which is product promotion through online shop in the form of the Shopee marketplace. Our reason for using Shopee as a means promotion is because we think the Shopee application is an e-commerce application very easy used

as well as user shopee Already very Lots, so that For introducing opak clamp products made by the Kedungrukem community can be done. Before start promotion through Shopee, we must explain to perpetrator MSMEs related potency owned by digital marketing to gain a wider market share. After the perpetrator MSMEs understand prospect market Which There is, furthermore we teach how to create an online catalog to attract consumers. Good shooting methods and techniques become capital in competing in digital marketing, because e-commerce is important appearance for interesting interest para customer.

After delivering the material, MSMEs began to realize the potential in the market and starting to focus on creating an online catalog. We also helped make some photos will be used as a catalogue.

Implementation Activity

1) Activity held on date 21 August 2022, in House owner MSMEs business Opaque Pinch in hamlet Kedungglugu, Kedungrukem village.

2) MSMEs began to realize the potential in the markets prepare materials related to digital marketing and learn matter matter which related to the moment implementation of activities.

3) MSMEs began to realize the potential in the market present material about digital marketing use tool show and that pamphlet has made

4) MSMEs began to realize the potential in the market direct perpetrator MSMEs For operate digital marketing starting with shooting techniques to the shop creation process on line.

5) MSMEs began to realize the potential in the market and perpetrator MSMEs do production practices opaque crackers includes preparing tools and materials that will be used how to make opaque:

Flour Tapioca, Onion, Candlenut, Coconut cream, Salt, Basin, Print opaque, Stove, Spatula, Plastic.

Method:

First mix flour tapioca, onions white which has smoothed and salt

Add coconut cream knead until dough dull furthermore dough entered into the steamed and cooked not enough more than 15 minutes.

After dough ripe set it aside dough then form dough become circle small repeat until dough finished.

Prepare print opaque make sure print clean then turn on stove set fire in order not to too big.

Enter the dough into mould braces ago print dough until dry and mature.

After dough ripe open print use spatula for release opaque which it's ripe from print.

Opaque has Ready for packed

6) Monitoring and Evaluation Activity

Monitoring And evaluation done for know development implementation activity, and assessing the suitability of activities that have been implemented with planning. Evaluators can also works as motivator for MSMEs began to realize the potential in the market KKN, perpetrator MSMEs and public in increase marketing Opaque Pinch in Village Kedungrukem. MSMEs began to realize the potential in the market do monitoring related to managing E-Commerce accounts done by the owner MSMEs

Conclusion

The community in Kedungrukem Village, Gresik Regency is actually already advanced, evident from the villagers' work, most of whom work as MSME businessmen prosperous as well as infrastructure village Which Enough Good, However, there is still much room for improvement and digitalization, especially in the Opak Jepit MSME sector which is a product village excellence. Therefore, observation activities and implementation of marketing digitalization in Opak Pin MSMEs in Kedungglugu hamlet, Kedungrukem village to increase market share in order to have a wider market reach and create more new innovations modern, namely Opak Jepit with more attractive packaging. So, it can be used by Opak Jepit MSME business people and other MSME business people for implementing marketing digitalization which we do.

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